

# *Something new in your life !*

# **CAROUSEL**

*political*  
**Your, Voice**  
**and the Voice of Women Everywhere**

## **A FIRST NEWSPAPER**

—WITH EXTRA WORLD—WIDE AND NATIONAL OBJECTIVES.



### **TO DECLARE "OPEN" WAR ON ALL FUTURE WARS!**

Whether one is a pacifist, militant or a middle of the roader—all agree that war is hell. It can and should be eliminated forever. 25,000,000 women—all over the world—banded together via CAROUSEL will be given the opportunity to carry on this important mission.

**FIRST**

### **TO COMBAT ORGANIZED CRIME IN AMERICA!**

20,000,000 women — in the nation — banded together via CAROUSEL will go all-out to eliminate organized crime syndicates.

**FIRST**

### **TO OFFER TRULY LOCAL-NATIONAL NEWS COMBINED!**

—From 20 to 40 pages of local, national and international news.

**FIRST**

### **TO MEET THE NEEDS AND INTERESTS OF WOMEN!**

(As confirmed by the N.Y. Times and ANNY.)

**FIRST**

### **TO ENCOURAGE READERS TO DECIDE ISSUES THEMSELVES!**

—As advocated by the Eisenhower Committee Report.

**FIRST**

### **TO PROVIDE THE SEED MONEY FOR YOUTH TOWN, U.S.A.!**

—U.S. Senate Committee: "The most complete program for needy youth."

**FIRST**

### **TO BECOME THE LARGEST WOMEN'S NEWSPAPER!**

—Exceeding radio and TV audiences in numbers.

## **BE FIRST — WITH A BIG FIRST!**

# THE CAROUSEL STORY

*"The first international newspaper for women"*

## INTRODUCTION

### Welcome to CAROUSEL

Carousel grew out of a social and even a philosophic need for a publication which reflects the true aspects of Woman's place in society. There are many magazines which purport to fill this need but, admirable as most of them are, some time or other they seem to get their feet tangled up in a web of special interest—fashion or sex or whatnot—which turns out to be a lively enough corner, but....merely a corner. And newspapers, loaded with advertising and male-oriented news, give the woman little more than a quick side glance on a page or two reserved for her somewhere in the back of the procession. And so....Carousel. The very first woman's newspaper, a weekly.

The news of Carousel's birth reached the newspaper industry, as well as the public, through a lengthy report in the New York Times.

The announcement was a blockbuster. The idea was so simple: almost as revolutionary as the invention of the wheel! Why hadn't anybody thought of it before?

We believe the answer is that no one cared enough before to go to the incalculable expense in time and money to give wings to such an idea. But we persevered in the dream of what such a publication could really accomplish and it was run off as a trial balloon, in the New York area only. The response was such that Carousel will go both national and international.

Carousel has utter faith in the role of Woman as an intelligent and feeling human being who must by all means be informed in matters which concern the entire world so that she may enrich her own special world.

Carousel is a contemporary product based upon traditional values. It is revolutionary in concept and modern in form.

Carousel's editorial staff is well-grounded in professional techniques and is in contact with every trend which is modern and forward looking. Thus, Carousel will attract contributors of front-line stature in our national life and present them in an attractive package, far in advance technically of most newspapers.

Carousel believes in the truth, and will stick to that in its pages, as well as oppose those who think otherwise.

Carousel has faith in the United States of America, in its history, in its disciplines, and in its innate philosophies.

Carousel believes in the dignity of the individual, but we shall not be slow to recognize that occasionally this requires a personal deference to other individuals, to one's family, to society and to the useful institutions it has created. If, as seems quite likely, this results in Carousel being considered "square," we shall take it as a compliment.

Carousel is people minded, caring about what makes people tick, and what they have to say and think. Carousel, in fact, will be made up of people—rather than of words.

Carousel is not carried away by the cult of the youth. However, we recognize that the young people of our nation are in the most basic sense its greatest treasure. So that youth—meaning its ideas, its activities, and even the mistakes of those unsettling years—will be a constant topic. Approved For Release 2004/10/28 : CIA-RDP88-01314R000100210002-0  
will be given over to the young people as readers and contributors both.

Carousel has no bias, politically, ethnically, or religiously. We have nothing to advance but the truth itself. Carousel—sensational enough in its very existence—will not seek the sensational otherwise in terms of lurid reporting or overemphasis upon violence, sex, or racial conflict. But neither is Carousel to be prissy: the sight and sounds of the life around us demand a realistic playback in our reportage. We shall not fail to take a mature look at the entire scene, although we shall never take an infantile delight in its frequently fascinating and sensational brutalities.

The essential strength of Carousel will be in its femininity. This is a quality which, we believe, relies upon the differences between men and women. No amount of equalization can obscure the fact that the Woman is born to play a role in life which is uniquely her own. That is why she needs a publication uniquely her own, to reflect and interpret her special world, to serve as a mouthpiece for her thoughts, and to offer a forum for ideas affecting her special future.

**THE NEWS DEPARTMENT** will provide widespread coverage, both written and photographic, of all kinds of current events. These might include a new medical discovery, a show-stopping performance at a Broadway opening, a newly-passed law affecting consumer affairs, the spectacular success of an unusual, fund-raising scheme, or an unexpected development in fashion or beauty. But it will be news, from a corps of strategically located reporters: New York City, Washington, D.C., Chicago, West Coast, South, Paris, London, Rome.

**THE SPECIAL FEATURES DEPARTMENT** will develop in-depth articles sparked by trends, news, controversies, opinions or personalities. These will be given that extra, behind-the-scenes dimension which women savor and men seldom understand.

**THE SERVICE DEPARTMENT** will give consistent coverage to the practical and the useful. It will take a straight-talk approach to food, fashion, beauty, home-furnishings, home building, new products, medical advice, job intelligence, travel, books—and men.

Carousel's editorial base actually will be many bases, to reflect and serve the modern woman in her multiple roles. There will be times when special issues of the day will take on such importance that other standard features of a typical edition may give way to more complete coverage of the more pressing topic. But for the most part Carousel will be a variety show.

Carousel also will discover and analyze certain topics in depth: in this area it will adopt magazine format and treatment as to length and appearance.

The mood of Carousel for the most part will be good humored. It will avoid the shrill and the over-emotional. Carousel is basically a publication of serious purpose and direction.

Carousel is sincerely committed to carrying editorial material which will help each of our readers in the development and awareness of the vital spiritual qualities in her daily life.

Carousel's publishing premise is to create a highly polished central editorial core under the direction of a brilliant staff of editors and contributors.

Thus, no two issues of Carousel—with its potential of some 1000 local editions—will be alike.

Can you imagine the possibilities here for the cross-breeding of ideas and talents, an interplay of opinion, and an exchange of experiences in personal and community planning?



our first endorsers

Thank you greatly for your letter and information concerning CAROUSEL. It certainly is unique in the publishing field and sounds as though it should be very successful.

PERLE MESTA,  
Washington, D.C.

Thanks for sending me the pre-print edition of CAROUSEL. I wish you much success.

Mrs. FRANCES H. HOWARD,

Enclosed please find my check to cover 104 issues of your most exciting newspaper. I am looking forward to its publication.

COUNTESS EMILIE ROHAN-CHANDOR

I am so excited about CAROUSEL.

Mrs. JOHN DAVIS LODGE

Congratulations! I know CAROUSEL will be a great success.

ESTEE LAUDER

Thanks for the CAROUSEL FORMAT. It looks terrific.

Mrs. RUTH DUBONNET

## It's a Woman's World

Today, in the U.S., women

outnumber men by 15%

outvote men by 5%

own 3/4 of the wealth of the nation

outlive men by 9 years

are the nation's consumers: they buy almost everything that is sold!

buy the food

buy the clothes—their own and their children's and, it is said, they even buy 70% of the men's wear

buy the beauty products, men's included

buy the vacations

buy the cigarettes and husbands tend to smoke the same brand as their wives because this makes things simpler

buy the cars

buy the gasoline

buy more than half the stocks and bonds

buy the house, the apartment, the condominium

buy the vacation house, the interior designer, the architect

buy the books

choose the restaurant, the play, the movie, the concert

buy the records

run the communities

run the schools

Dear Mrs. Ames -  
You were most thoughtful and kind to send us copies of your publication which included the superb article about blond and Julia. We were proud and pleased!  
We wish you much success in your new venture -- Carousel, the first woman's newspaper in the world  
Gratefully,  
Patricia Taylor

## .. JUST PLAIN WOMAN TALK ..

by Lucy Ames, Publisher

It is my opinion that CAROUSEL is in the same position which Appollo II was—prior to the Trip to the Moon. The big question in everyone's mind was: "Will they make it successfully?"

Suffice it to say: Each and every woman in the nation was deeply concerned. Even now it is still not too late to imagine how we would have all felt today if anything had ever gone wrong. All of us breathed a sigh of relief with a "Thank the Almighty" when it was all over then.

During the past 2 years, CAROUSEL has completed its own tests and is now ready to go into orbit. To gain the status of a much-needed woman's national newspaper, 20,000,000 subscribers has been set as the national goal. Frankly, our potential is 30,000,000.

It should be noted as a matter of record that the CAROUSEL effort has had absolutely no access to unlimited Government funds to finance its dedicated effort to serve women in a practical manner. (It may come as a surprise to many that newspapers and even radio stations cannot apply for financial assistance due to an old and outmoded law.

The question is: "How did we get this far?"

The simple answer is: On pure FAITH alone!"

We are now at the point where we are carrying out a massive public relations campaign to reach every possible woman via this Promotion Edition. (After all, Macys doesn't tell Gimbels and we don't expect any other magazine or newspaper to herald our coming—even though the SUNDAY CAROUSEL will be the healthiest competition for all the Daily Newspapers in the country.

However, it all boils down to one final action:

Will the women of America invest in an advance subscription?

I believe so, for women know that unless a baby is nurtured and helped in the incubator stage, it will never develop and grow properly.

# **CAROUSEL'S BLUEPRINT FOR EFFECTIVE PURPOSEFUL ACTION**

## **Present Plans Call For 1,000 Carousels in 1,000 Locations**

200 CAROUSELS TO BE LOCATED IN URBAN AREAS — 30,000 CIRCULATION EACH

200 CAROUSELS TO BE LOCATED IN METRO AREAS — 25,000 CIRCULATION EACH

200 CAROUSELS TO BE LOCATED IN SUB'N AREAS — 20,000 CIRCULATION EACH

400 CAROUSELS TO BE LOCATED IN RURAL AREAS — 12,500 CIRCULATION EACH

## **Circulation Plan Calls For 20,000,000 Readership 50,000,000**

### **EDITORIAL STAFF PLANS-**

#### **1,000 Qualified Editors**

Faithful to God and Country - energetic - cooperative - understanding - experienced. Starting salary - \$250.00 weekly for rural editors. \$300 for sub'n editors. \$350 for metro editors. \$400 for urban editors.

#### **10,000 Part Time Reporters**

College students, high school students, housewives with spare time, handicapped or retired citizens are welcome to report on all local happenings. (Volunteer or "lineage used" consideration.)

#### **2,000 Space Sellers**

Commissions 10 percent on all local ads. Travel and Telephone expenses allowed. "Recent community newspaper test confirms fact that a woman's paper can give better results to most advertisers!"

#### **1,000 Mailers and Truckers**

Subscription Mailing - via Post Office. Ready for mailing - 3:00 P.M. - Fridays. Distribution to Beauty Salons and other stands - Saturday noon. (Station wagon distributors paid on hourly and mileage basis.)

### **BUSINESS STAFF PLANS**

#### **1,000 Loyal Associates**

'Gal Friday' relationship with local Carousel editors. (Full time not required.) Extra duties: Arrange and conduct meetings (twice monthly) for House of Worship representatives. Supervise all Distributors. Salary open

#### **1,000 Printing Plants**

Copy setting - Monday & Tuesday. Make up time - Suggested for Wednesday. Press Time - Thursday. (Tabloid size.) 24-28 pages (rural). 32-36 pages (sub'n). 36-48 pages (metro). 48-96 pages (urban). (Parent CAROUSEL will supply 20 pages.)